



Status of the U.S. Small-Wind Market

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Summary of Major Developments

- US market growth
- Growth by market segment
- On-grid vs. Off-grid
- Projections

Growth Factors

- Drivers
- Barriers
- Policies needed

Global Market

- US Market Grew 78% in 2008
- 30-Fold Growth Projected Within 5 Years (US)
- Congress Passes 30% Tax Credit in late 2008

2008 US Sales

17.3 MW

78% growth over 2007

10,500 units

\$77 million in sales

2008 Global Sales

33.6 MW

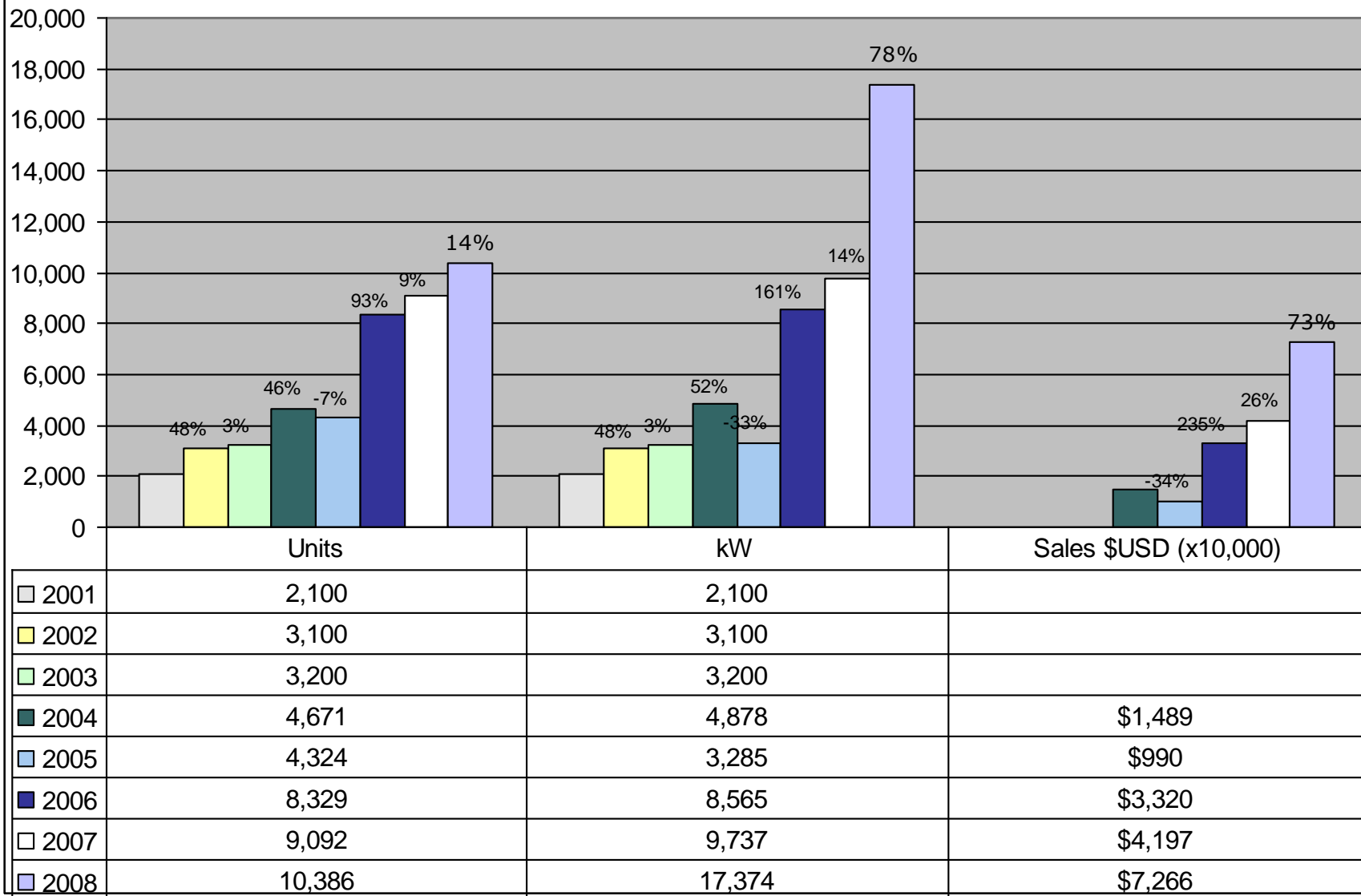
63% growth over 2007

18,900 units

\$144 million in sales

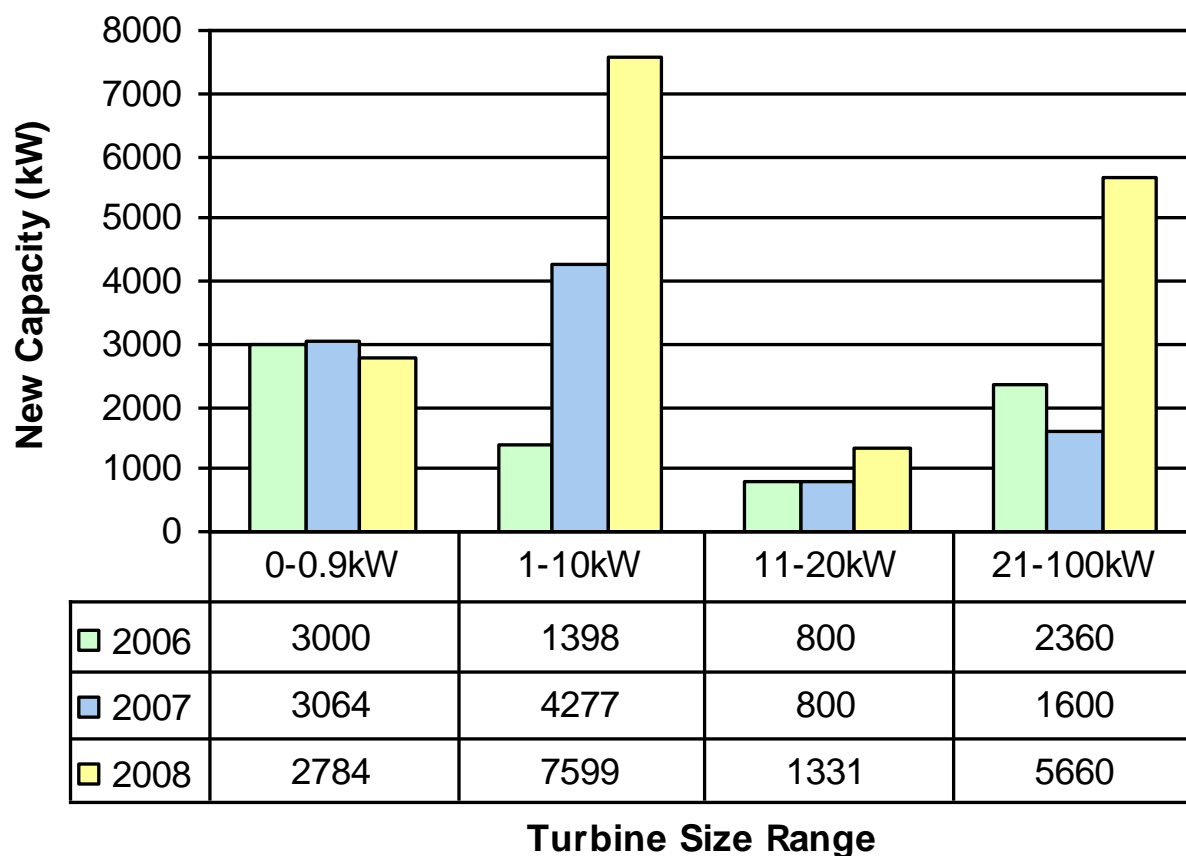
Full report available at www.awea.org/smallwind

Growth of U.S. Small Wind Market



Growth by Market Segment

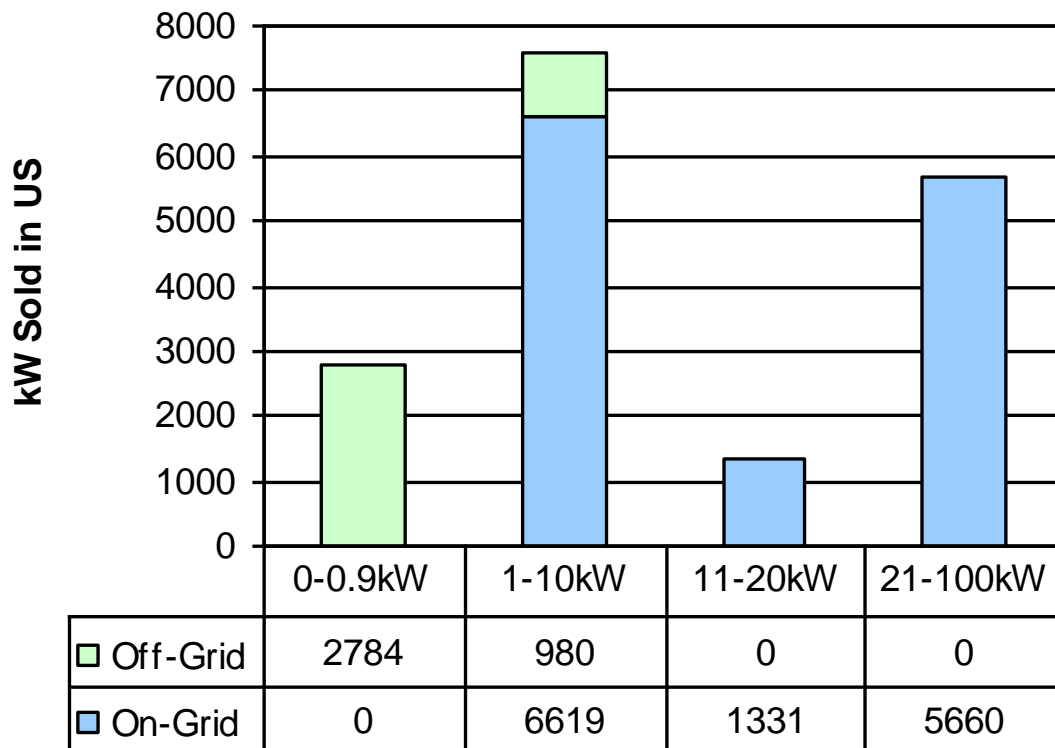
U.S. Market Segment Growth



- Growth dominated by residential and upper-commercial markets
- Growth in all segments but off-grid

On-Grid vs. Off-Grid 2008

US Small Wind Turbine Market, 2008



Capacity Added in 2008:

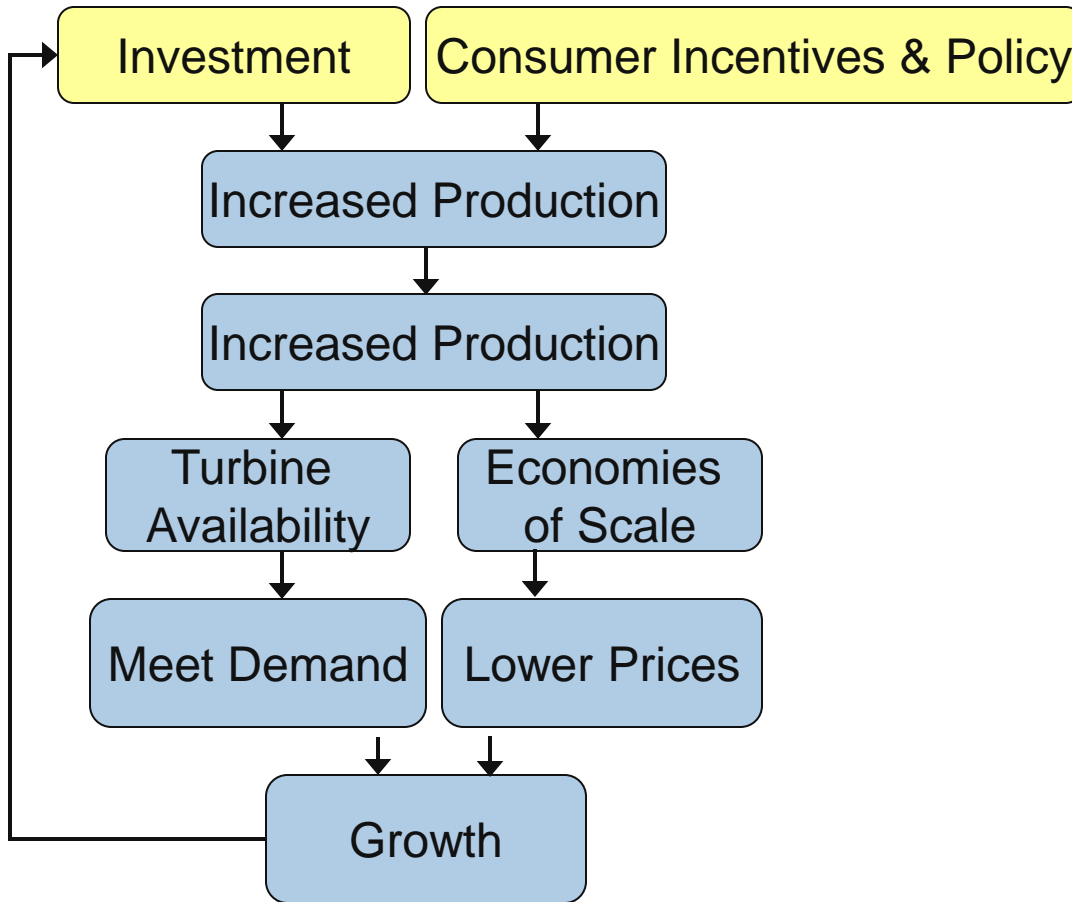
On-Grid: 13.6 MW (78% of total)

Off-Grid: 3.8 MW

Shift toward grid-tied units over
last ~5 years

Drivers

Supply



Demand

Awareness of Technology

Environmental Concerns

Rising Electricity Prices

Education

Security

Financial Hedge

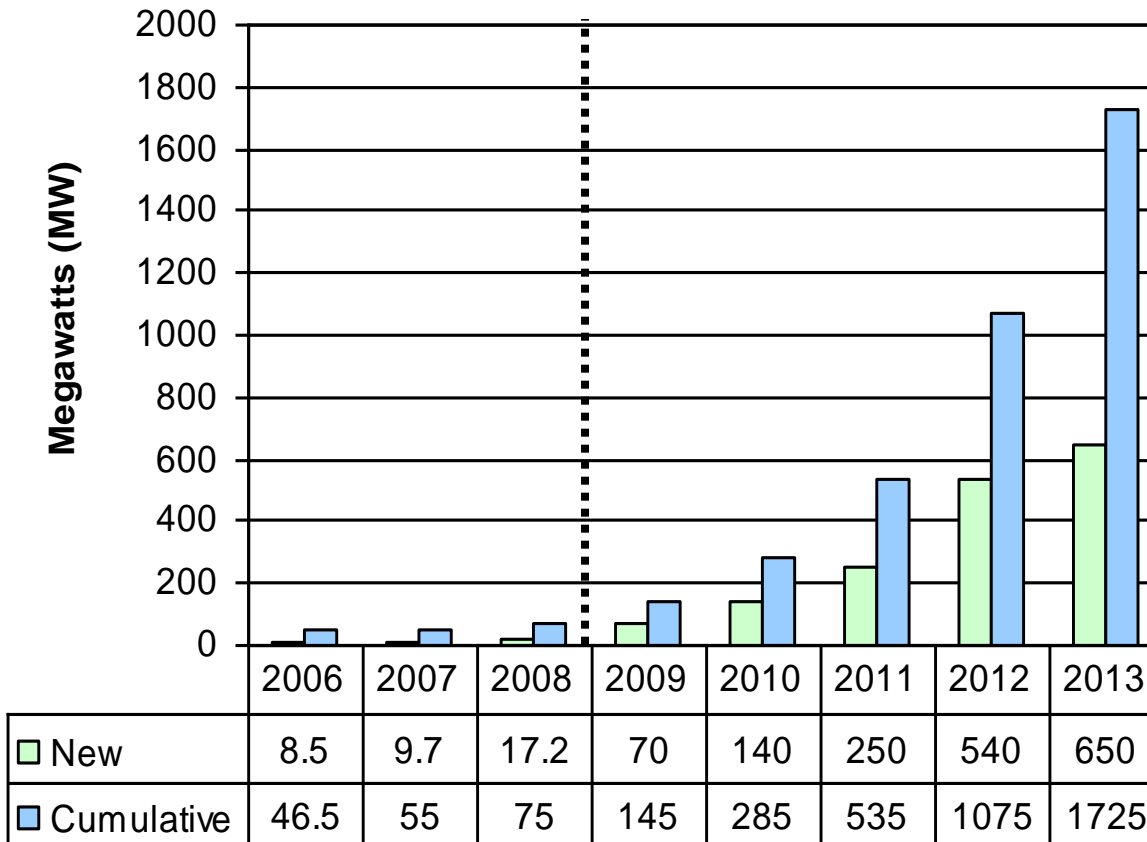
“Intangibles”:
Independence
Publicity
Do-It-Yourself

Future Factors

- Federal Policies: Long-term, predictable
 - New eight-year, 30% Federal Investment Tax Credit
 - Fed. Renewable Electricity Standard
 - Climate change legislation
- Further P.E. investment
- Certification
 - Equipment
 - Installers
- Resource assessment tech.
- Demand

Projections

US Market Growth Projections



- 30-fold increase projected within 5 years

- Est. cumulative capacity would be 1,700MW

- Projections in terms of “Gigawatts” for the first time

Barriers Remain

Some Momentum with the Following Barriers: (Blue = Policy-Related)

- Lack of incentives
- Net metering
- Interconnection
- Product Performance
- Low-visibility
- Public perception

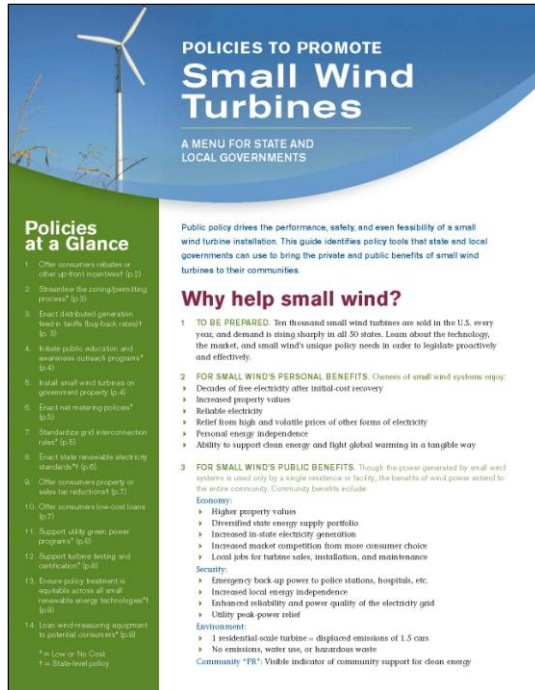
Little Momentum With:

- Zoning & Permitting

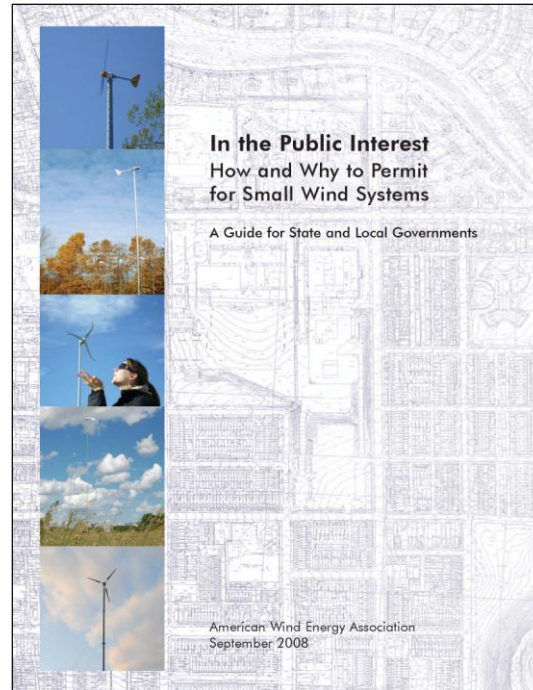
Momentum Attributed to:

- Die-hard advocates
- 10,000+ installations/yr. & in every state
- Growing army of industry members (66+ mfrs in US)
- Non-industry grassroots advocates
- Federal & state leadership

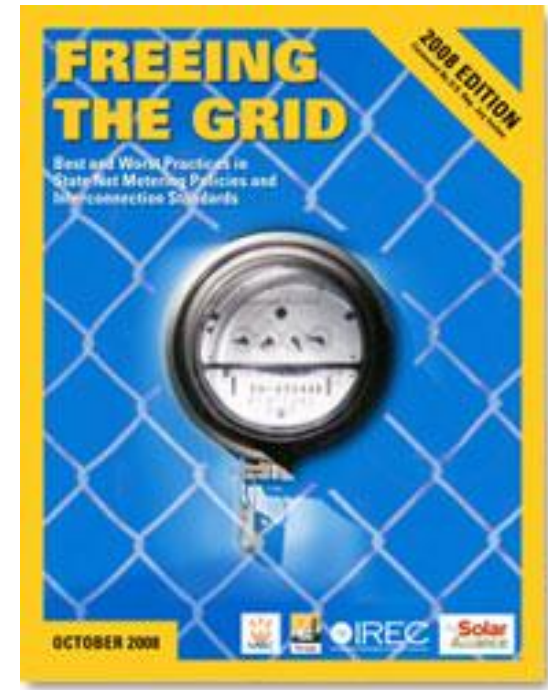
Lobbying Resources for State & Local Issues



State & Local Policy Recommendations (AWEA)



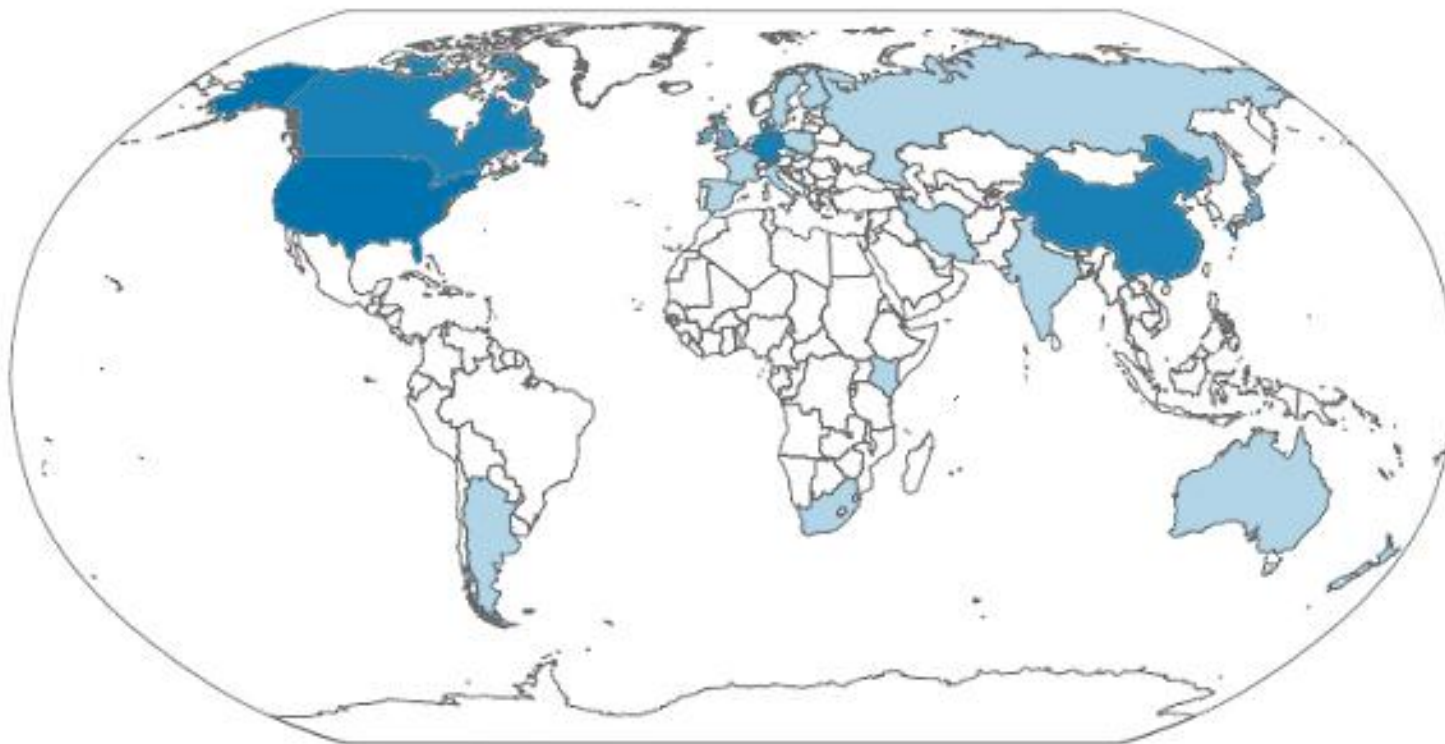
Permitting (AWEA)



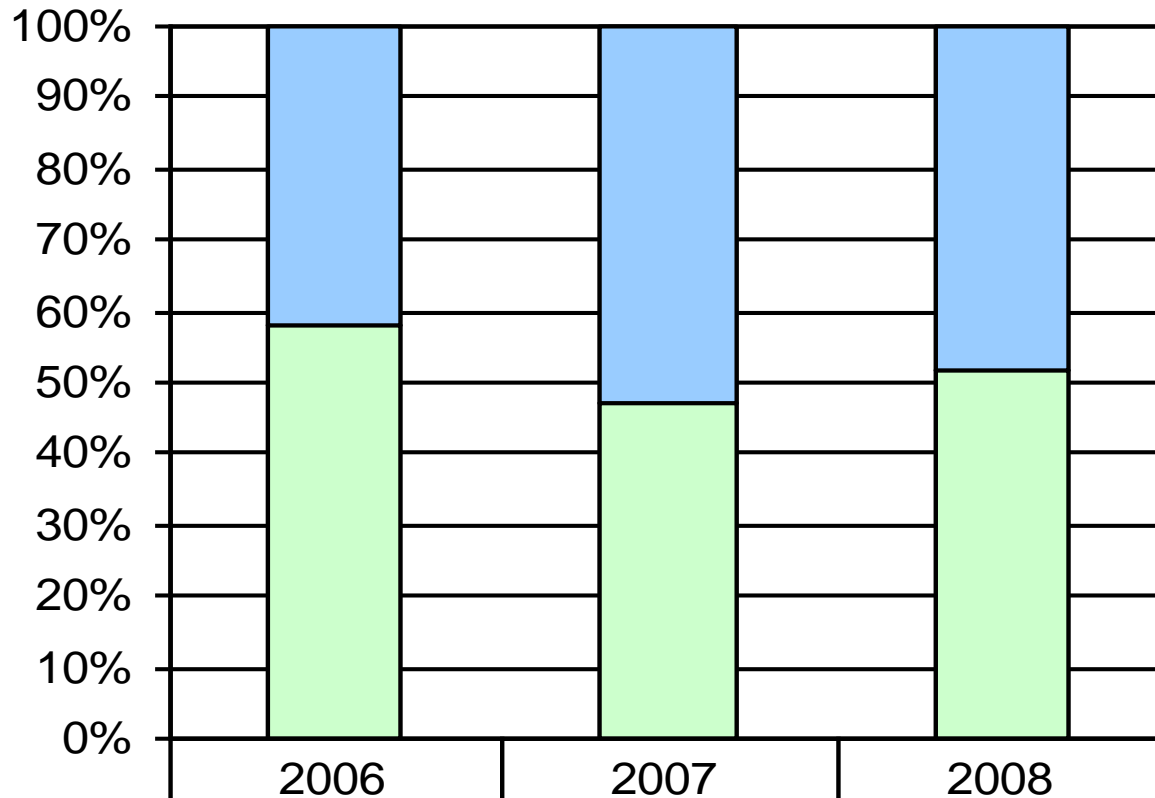
Net Metering & Interconnection (NNEC, IREC)

All available through www.awea.org/smallwind

Concentration of the World's Manufacturers

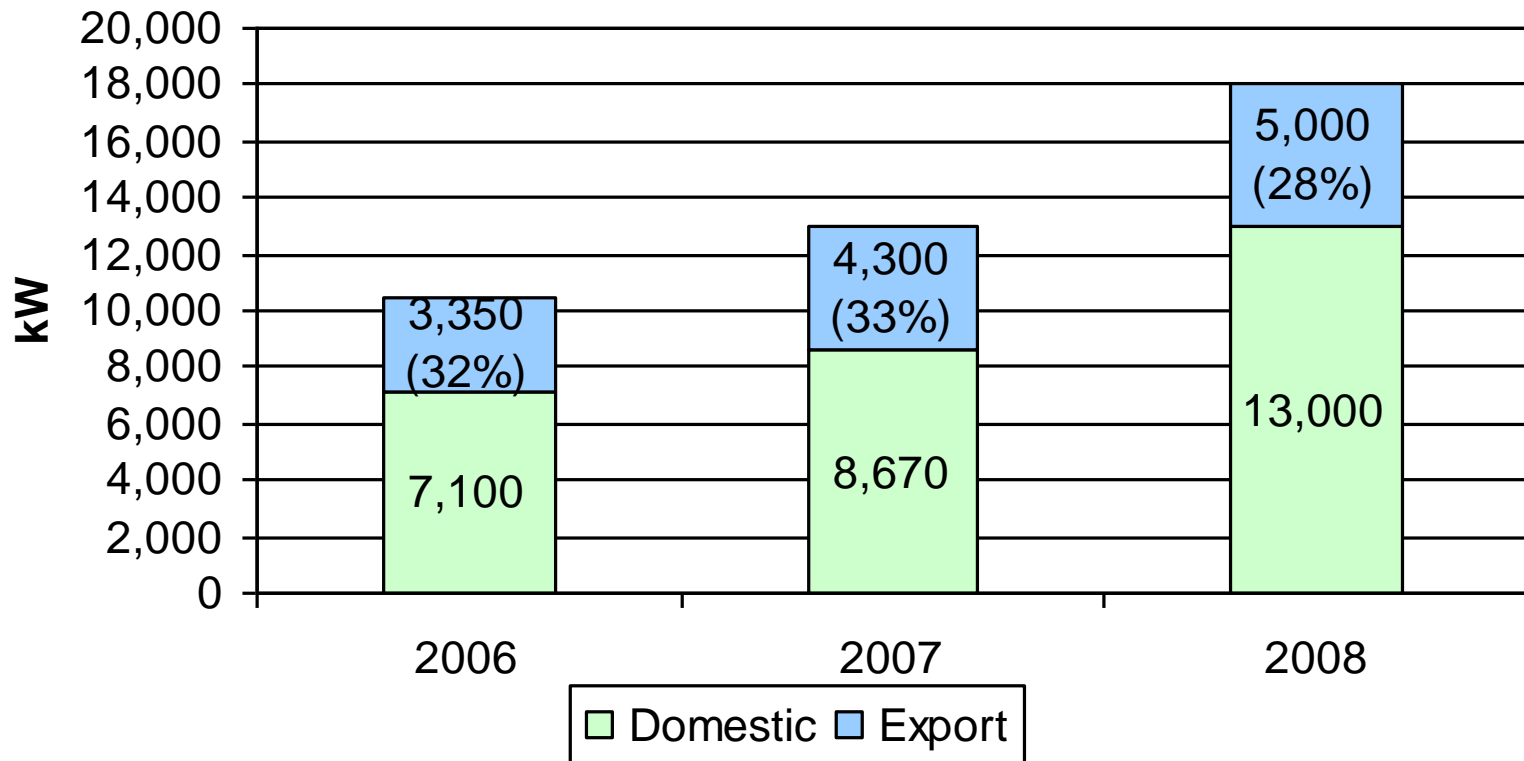


US Global Market Share (kW)



■ Rest of World	6260	10860	16227
■ US Market	8,560	9750	17374

US Manufacturers' Exports



More Statistics & Analysis

- Exports as a % of US Manufacturers' sales
 - 2008: 28%
 - 2007: 33%
- Units sold in US that were produced by US mfrs:
 - 2007: 98%
 - 2008: 94%
- These trends may signify a growing attractiveness of the US market.
- Growth may spur more regulation.
- US state and government incentives have begun to catch up with those of other major turbine-producing countries. Particularly with an uncapped ITC, the US appears prepared to retain and improve its market share in the global industry.

Full Report Available At
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